

Message Text

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PAGE 01 OSLO 00049 061606Z

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 061531Z JAN 75

FM AMEMBASSY OSLO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9139

UNCLAS OSLO 0049

E.O. 11652: N/A

TAGS: BEXP BTRA NO

SUBJ: FOREIGN BUYER PROGRAM: NORWEGIAN GROUP TO OTC

REF: (A) STATE 278818; (B) OSLO 5153 (C) STATE A-2270

1. EMBASSY IS PREPARED TO ATTEMPT TO ORGANIZE TYPE A FOREIGN BUYER GROUP AS DEFINED IN REF (C) TO HOUSTON OFFSHORE TECHNOLOGY CONFERENCE. EMBASSY WOULD ACT AS TOUR SPONSOR AND SENIOR COMMERCIAL FSL WOULD ACCOMPANY GROUP AS LEADER ON ITS ORGANIZED US ITINERARY.

2. TOUR GROUP (WHICH WOULD REQUIRE MINIMUM PARTICIPATION OF 15 TO QUALIFY FOR DISCOUNT AIR FARE) WOULD BE RESTRICTED TO PROSPECTIVE AGENTS/DISTRIBUTORS FOR OFFSHORE OIL/GAS EQUIPMENT AND SERVICES. PURPOSE OF TOUR WOULD BE TO EXPOSE PARTICIPANTS TO UNIVERSE OF US MANUFACTURERS AT HOUSTON WITH A VIEW TO ESTABLISHMENT OF REPRESENTATION FOR US NTM FIRMS IN NORWEGIAN MARKET.

3. AS WE ENVISAGE IT, TOUR WOULD CONSIST OF TWO DISTANT PHASES, ORGANIZED AND INDIVIDUAL. ORGANIZED PHASE WOULD CONSIST OF FOUR DAY VISIT TO OTC, EXPOSURE TO PROSPECTIVE US SUPPLIERS AND ESTABLISHMENT OF PRELIMINARY CONTACTS AT THE SHOW, AS WELL AS FULL DAY SEMINAR/DEBRIEFING AT DOC IMMEDIATELY PRIOR TO DEPARTURE FROM US. PHASE 2 WOULD CONSIST OF INDIVIDUAL FOLLOW-UP ON INITIAL CONTACTS AFTER THE SHOW; ALL ARRANGEMENTS FOR THIS PERIOD (APPOINTMENTS, TRAVEL) WOULD BE MADE BY PARTICIPANTS ON UNCLASSIFIED

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THEIR OWN.

4. EMBASSY FSL PARTICIPATION WOULD BE LIMITED TO ORGANIZED PHASE AT HOUSTON TO ASSIST US EXHIBITORS IN EVALUATING PARTICIPATING NORWEGIAN FIRMS AND ASSISTING TO EXTENT POSSIBLE IN POST-SHOW INDIVIDUAL ARRANGEMENTS, AND TO PARTICIPATION IN WASHINGTON SEMINAR/DEBRIEFING. DURING INDIVIDUAL PHASE HE WOULD WISH TO CONSULT WITH DISTRICT OFFICES IN DALLAS AND CHICAGO AS WELL AS DOC WASHINGTON WITH REGARD TO FUTURE FBG'S, SPECIFICALLY IN CONSUMER GOODS FIELD. PAN AM OSLO HAS QUOTED ATTRACTIVE GROUP PACKAGE FARE (APPROXIMATELY \$1000) THAT WOULD FLS'S TRAVEL OSLO-HOUSTON-OSLO AND TEN NIGHT LODGING IN US. HENCE ONLY REDUCED PER DIEM (TO COVER MEALS) AND INCREMENTAL TRAVEL COSTS (HOUSTON-DALLAS-CHICAGO-WASHINGTON RATHER THAN HOUSTON-WASHINGTON DIRECT) WOULD BE REQUIRED OF DEPARTMENT.

5. IN ADDITION TO FUNDING MENTIONED IN PRECEDING PARAGRAPH, DOC WOULD BE REQUESTED TO IDENTIFY EXHIBITORS SEEKING NORWEGIAN REPRESENTATION, PROVIDE PROJECT OFFICER TO PARTICIPATE IN HOUSTON SEGMENT OF TOUR, AND ORGANIZE ONE-DAY PROGRAM IN WASHINGTON.

6. TENTATIVE ITINERARY; MAY 4 OSLO-HOUSTON; MAY 5-8 ORGANIZED VISITS TO OTC; MAY 8-13 INDIVIDUAL FOLLOW UP ACTIVITIES; MAY 14 DOC PROGRAM AND EVENING DEPARTURE FOR OSLO (VIA LONDON).

7. WE BELIEVE PROMOTION OF THIS PROJECT SHOULD START BEFORE END JANUARY. THEREFORE REQUEST REPLY ASAP. FINAL DATE FOR PARTICIPATION REGISTRATION WOULD BE APRIL 14, IF MINIMUM PARTICIPATION NOT OBTAINED BY THEN, TOUR WOULD BE CANCELLED.

BYRNE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975OSLO00049
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750005-0268
From: OSLO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750176/aaaacomb.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 278818, 75 OSLO 5153, 75 STATE A-2270
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 21 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 FEB 2003 by RicharJA>; APPROVED <12 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: NORWEGIAN GROUP TO OTC
TAGS: BEXP, BTRA, NO
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006